

Sustainable Fisheries



Valerie Termini McCormick, OPC Project Manager



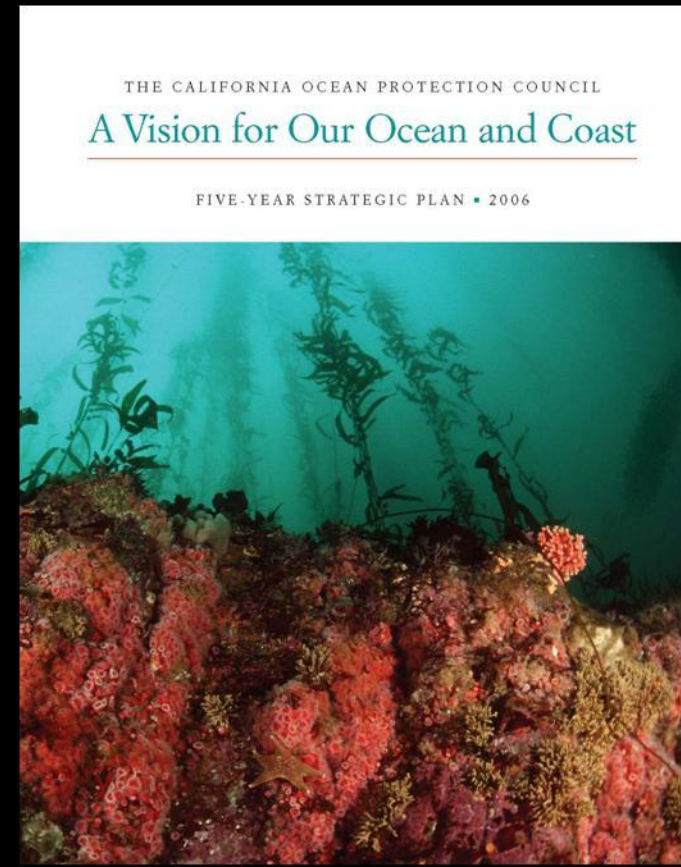
Ocean Protection Council

- Created by the California Ocean Protection Act in 2004
- Overall goal of the OPC is to improve the way that California manages and protects its vast coastal and ocean resources



OPC Members

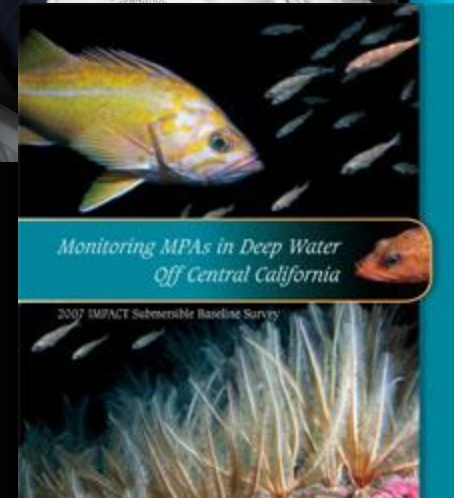
John Laird	Secretary for Natural Resources, Council Chair
Linda Adams	Secretary for Environmental Protection
Gavin Newsom	Lieutenant Governor & Chair, State Lands Commission
Susan Golding	Public Member
Geraldine Knatz	Public Member
Fran Pavley	State Senator
Toni Atkins	State Assemblymember



Preserving California's Fishing Heritage

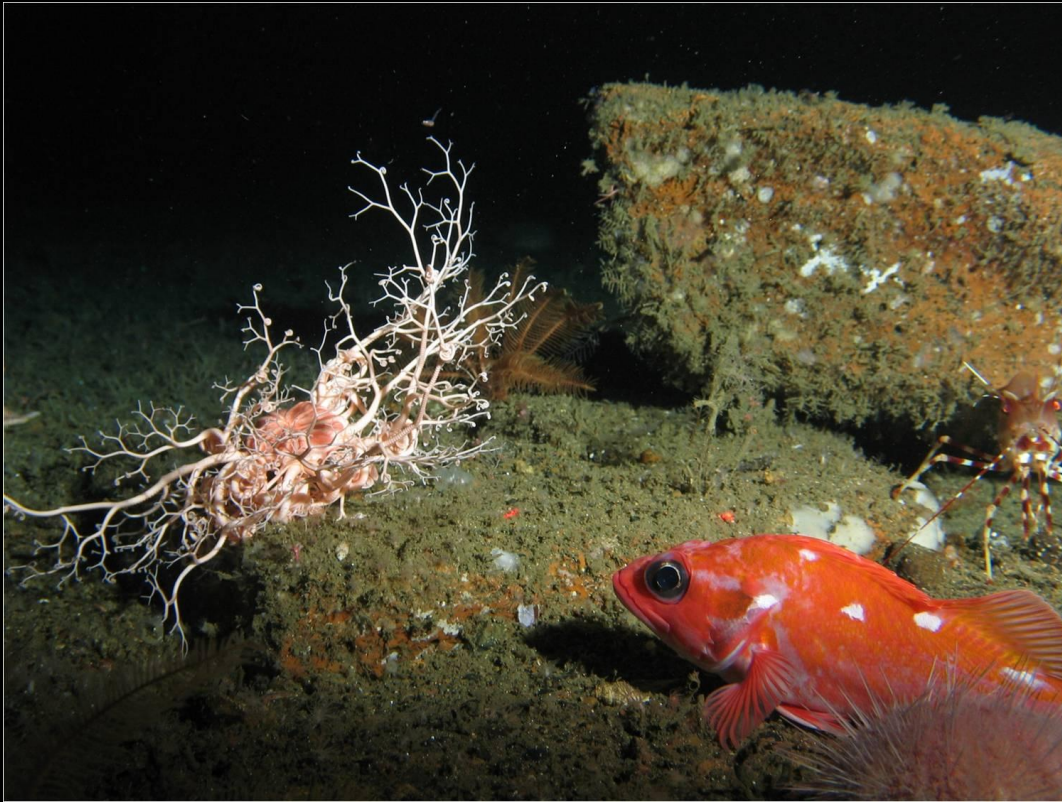


Preserving our Coastal Communities





Innovative – Science Based Projects



California Sustainable Seafood Initiative (CSSI)

AB 1217 (Monning, 2009)

1. Protocol
2. Marketing
3. Grant and loan program
4. Logo



CSSI

1. May use MSC as base
2. CA will add traceability component

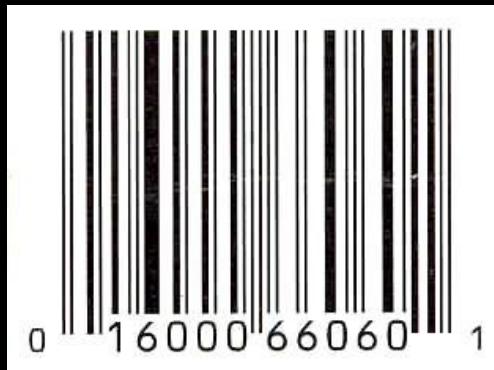


CALIFORNIA HALIBUT/ *Paralichthys californicus*



PORT: Half Moon Bay

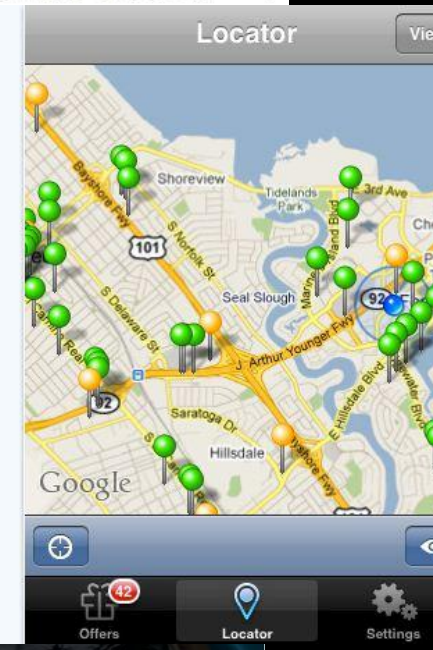
Fisherman: Pietro Paravanno



Traceability aspects might include:

- Carbon 'fin-print'
- Example:
- Where the fish was caught
- Type of fishing gear used

facebook



- Other marketing aspects:
 - Link to a website; facebook page/twitter/etc – become a 'friend' of CA fish?
 - List of nearby restaurants that sell the fish
 - Link to an CA Seafood Application
 - Link to research on fisheries issues
 - Recipes





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